

## REMARKS

Entry of New Claims 29-30 is respectfully requested.

Claims 29-30 are added to describe that, after the auction server (200) forwards the mobile client's real-time location and profile information to the impression providers, the impression providers send back their **bid packets**, wherein each bid packet specifies a **cost** to be debited from the impression provider. The auction server (200) then chooses the highest bidder and awards the winner the right to make its impression. (**Specification, p. 5, [0031], lines 6-7**). By providing the **bid packets**, the impression providers have the burden of determining the **cost** of making the impressions. (**Specification, p. 6, [0032], line 1-2**). Thus, it is readily understood that the **cost** is specified by the **bid packet**.

The costs of the bids, or commonly known as the "bid values," are received at the **Auction Server**, where the highest cost wins the right to make its impression to the mobile user. It is only after the selection of the winning cost at the Auction Server can the impression be transmitted to the mobile user. And only the impression (without the cost associated therewith) is transmitted to the mobile user.

As described in the Amendment and Reply to Final Office Action, filed 9/5/2005, which was not entered, the **Hanson reference is required transmit the bid value to the user**, who must decide which corresponding impression to receive based on the bid values. Thereafter, the impression is transmitted to the user. The mode of operation in Hanson creates repetitive and unnecessary traffic between the user and the server, which creates a more complex and costly system.

In contrast, the invention's selection of the winning bid, i.e. one with **highest cost** or bid value, is at the Auction Server. The mobile user is kept out of the selection until the impression corresponding to the winning bid is transmitted. The selection process thus minimizes the unnecessary traffic between the server and the mobile client, which creates a more efficient use of the communication bandwidth.

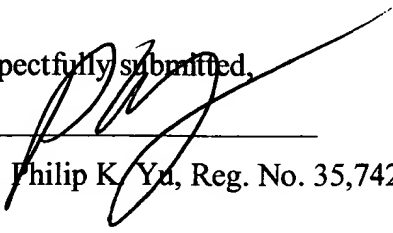
For Hanson, which is directed to **desk-top stationary users**, vis-à-vis the **mobile users** of the claimed invention, compromising on the bandwidth has little consequence. However, for **mobile users** as in the present invention, such compromise would have a chilling effect on the mobile users' adoption of the technology. The system would be much slowly and redundant, requiring too much user intervention. As such, the distinction between the present invention and cited reference cannot, and should not, be casually dismissed as "a fine line." The architectural design of Hanson is to allow the desk-top users to decide what impressions to view and get paid for it. Such design is antithetical to the present invention's design, where the decision is automatically made by the Auction Server. For clients in a mobile communication regime, they do not have the luxury of time and bandwidth as their desk-top counterparts. Therefore, there would be no motivation to modify Hanson's selection process from the user's side to the server's side, because it would conflict with its design for the desk-top users. Taking the **choice** away from Hanson's users would render it inoperative for its intended purposes.

Additionally, in light of the distinctions between the claimed invention and Hanson, even if Hanson is modified according to Bandera, the combined system still does not disclose, nor make it obvious, the claimed invention.

### Conclusion

In summary, Applicant respectfully submits that the claims as amended are patentable over Hanson in view of Bandera, and should be in condition for allowance upon the Examiner's consideration. The Examiner is encouraged to contact the undersigned Attorney to discuss any matter relating to the present application.

Respectfully submitted,

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